

AN- **AMERICAN** *fisherman*

AUGUST

1952

35c



•

***The
Tuna Tariff
Situation***

•

***The
Japanese
Tuna Story***

•

*Insuring the present
... and the future*



AS IN THE PAST SO IN THE FUTURE

ALL ACTIVITIES OF THE AMERICAN TUNABOAT ASSOCIATION

ARE DIRECTED TO IMPROVEMENT AND PROSPERITY

OF THE TUNA INDUSTRY

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AMERICAN TUNABOAT ASSN.

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San Diego, California

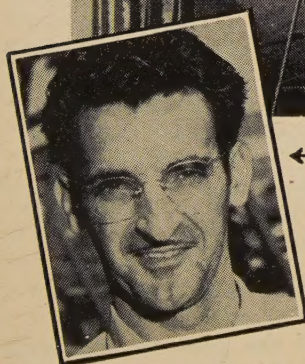
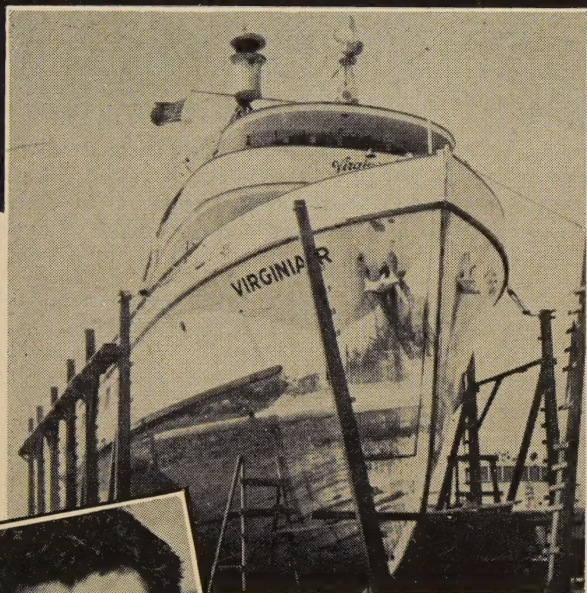
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FOR

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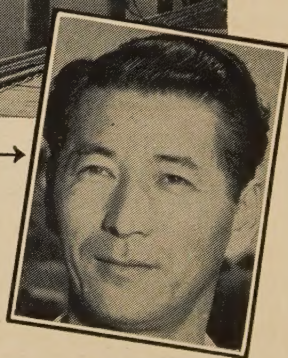
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← **CAPT. MANUEL RIBERO**

CAPT. FRANK KOBAYOSHI →



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The GLOBE

An International News
File compiled from
FOREIGN REPORTS
by
Marine Press Association

Guaymas, Mexico—Landings of shrimp for freezing in Guaymas, Mexico, have been very low in volume for the past two months, states a June 9 American Consular dispatch from that city. Though most of the Guaymas fishing fleet continues to operate, a majority of the vessels are in distant waters and do not use Guaymas as a base.

Manila, Philippine Islands—Inclusion of fishery products in duty-free imports under the proposed selective free trade with the United States was recommended by the Director of the Philippine Bureau of Fisheries, according to an American Embassy dispatch from Manila. That agency declared that the local fish supply is insufficient to meet the normal consumption requirements of the Philippines; the fish-canning industry in the Philippines is unprofitable because of insufficient catch; and big-scale deep-sea fishing is not possible in that country as shown in the three-year survey made by the Philippine Bureau of Fisheries.

Panama City, Panama—The Danish Navy Frigate *Galathea* recently completed a one-day fishing trip in the Panama Gulf, reports a May 22 American consular dispatch from Panama City.

This trip yielded the richest hauls of deep-sea life in its entire 60,000 mile voyage. The frigate stopped at Panama on the home run of a two-year scientific expedition during which it visited 66 foreign ports in all parts of the world in search for rare specimens of marine life.

One haul was made at a depth of 3,800 meters (13,000 feet) some 200 miles from the coast, the other, made closer to the coast, was made from a depth of 1,000 meters (3,300 feet). In one of the hauls, the scientists aboard the *Galathea* caught over 5,000 specimens of deep-sea life.

According to Dr. Anton Brunn, of Copenhagen University, and one of the scientists aboard the vessel, the trade winds blowing toward the west cause an upwelling of water from a depth as great as 1,000 feet. In the sea off Panama, this mass of water, which rises to the surface, is rich in minerals; hence, rich in plant life. Because of the abundant plant life, crustaceans thrive in these waters; because of the abundance of crustaceans, fish such as mackerel are plentiful and, in turn, large fish are found in great numbers in Isthmian waters because of the abundance of smaller fish. The *Panama Star and Herald* of May 21 reported that Mr. Brunn, in explaining the value of marine scientific research pointed out "there may be a practical application of deep-sea research in connection with the thriving shrimp industry. If the waters of the Gulf of Panama are overfished for shrimp, research might prove that at greater depths there is an abundance of crustaceans." In Denmark, he recalled, it was found that shrimp were plentiful at a depth of 500 meters (1,640 feet).

London, England—Arrangements have been made

for the making of loans to assist in the building of new or the reconditioning or improvement of existing British white fish fishing vessels, according to an announcement by the white fish authority published in the May 17 issue of **The Fishing News**, a British fishery periodical.

It is the policy of the authority to encourage the rebuilding of the near- and middle-water fleets by making loans for vessels (not exceeding 140 ft. in length) only in cases where the vessel to be built is to replace an old vessel which is to be scrapped. It is hoped by this means to secure the gradual rebuilding of the country's trawler fleet. A memorandum has been issued by the authority setting out the terms upon which loans will be given.

Loans will not normally exceed 60 per cent of the cost. Interest rates will range from 3 to 4½ per cent.

Bergen, Norway—A total of 176,000 hectoliters (about 16,300 metric tons) of spring herring were canned (kippers) by mid-March, the same as last year, according to the May issue of *Tidskrift for Hermetikkindustri* (a Norwegian canning industry publication) states an American consular dispatch from Bergen. However, this year kippers were packed until mid-March.

According to the closed-season regulations in Norway, the canning of sild began May 1; while the canning of bristling commenced on May 2 unless the factories and the fishermen agreed to shorten the closed-season this year.

There is at present a buyers' market for Norwegian canned products. In addition, several of the most important markets have introduced important restrictions on canned fish. Great Britain has reduced the total global import-quota of canned fish goods from £500,000 (U.S. \$1,390,000) for the first half-year to £400,000 (U.S. \$1,112,000) for the second half-year of 1952. This quota for the second half-year is even less favorable for Norway since soft herring roes, which were on the British free-list for the first half-year, are now included in the total import-quota for the second half-year.

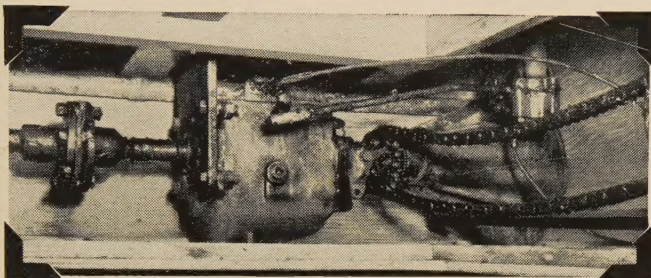
Several of the British colonies have adopted similar import-restrictions. Australia reduced imports of canned fish to 20 per cent of the quantity imported during the budget-year 1950-1951. France introduced import-licensing for all goods previously on the free-list, including canned shellfish.

All these restrictions will in time inevitably influence Norway's exports, although they are not as yet reflected in the present export statistics. This is mainly due to the fact that the greater part of the British quota for the first half-year was imported at the beginning of the year, and due also to the fact that British imports of herring roe took place, as usual, during the first months of the year while this commodity was still on the free list. Restrictions in Australia did not go into effect until March 8.

STANDARD ENGINEER'S REPORT

DATA	RPM Gear Lubricant
LUBRICANT	Fishing boat - "Jimmy Boy"
UNIT	Transmission & differentials
OPERATION	Hoisting nets
CONDITIONS	Heavy drag on gears, salt water
OWNER	Frank Iacono, San Pedro, Calif.

Wear cut in net-hoist gears under tough conditions!



THIS GEAR ASSEMBLY, lubricated with RPM Gear Lubricant, is used to operate the net-hoist on the Fish Boat, Jimmy Boy, owned by Frank Iacono, San Pedro, Calif. Located under the deck, the gear case is often completely surrounded by wet fish and dripping salt water. Since using RPM Gear Lubricant, however, there has been no appreciable gear or bearing wear of any kind.

HAULING IN SEVERAL TONS of fish every night is the job of this gurdy, here demonstrated by Mr. Iacono, who says, "We use RPM Gear Lubricant in both our net-hoist gears and the transmission on our engine, and never have trouble of any kind." Lubricant in the hoist gear assembly is changed about every six months. Rollers are used to help gears clear of gunwale.



REMARKS: Because RPM Gear Lubricant has very high oiliness qualities and stability, provides a tough lubricating film, it is especially valuable for the lubrication of all conventional gears in all types of installations. It is also recommended for bronze worm gears. (For hypoids of all kinds, RPM Multi-Service Gear Lubricant is recommended.)

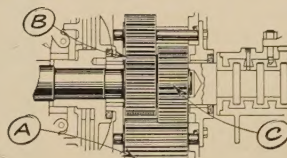


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THE JIMMY BOY is 37½ feet long with a 12 foot beam, and is powered by a 3 cyl. GMC diesel. She fishes at night, mostly for mackerel and sardines.

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STANDARD OIL COMPANY OF CALIFORNIA

PAN-AMERICAN *fisherman*

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TABLE OF CONTENTS

	Page
Globe	2
About This Issue	4
Editorial	5
The Tuna Proteins	6
Know Your Seafoods	7
Tunas Surest Gamble	8
Progress & Production	9
The Tuna Tariff Situation	10
Ebb 'n Flow	11
The Japanese Tuna Story	12

About this Issue . . .

BEHIND THE COVER

Most fishermen will recognize the familiar scene here of a two-pole tuna coming aboard. The action shows how fishermen utilize the forward motion of the fish, as it surges for the bait, to aid in bringing it aboard. Note the poles are only slightly bent.

Through the courtesy of the Pacific Oceanic Fishery Investigations of the Fish & Wildlife Service comes the Japanese Tuna Industry Story. The facts and statistics presented here were originally for Japanese consumption; and, we believe, can therefore be taken at face-value. It is also interesting to note the Japanese thought regarding passage of the Tariff Bill. See Page 12.

John X. Loughran, famous nutrition expert, is back again this month with what we feel an unusually informative piece on the protein value of Tuna. See Page 6.

Walter "Hank" Richards, noted advertising and public relations expert, rings a bell in his latest article on the merchandising of Tuna. See Page 8.

Dr. W. M. Chapman, of the American Tunaboat Association expresses the industry-wide views on the Tuna Tariff problems. Don't miss Page 10.

LIMITS

(3 Miles or 200 Miles)

Territorial Waters

To a person not having legal training any kind of law looks almost impossibly complicated. This is true enough in the domestic United States law where there is a definite branch of the Government which makes law—the Congress, another definite branch of the Government which can decide whether the law is legal and proper—The Supreme Court, and a third branch of the Government—the Executive Branch—which has the authority and strength to enforce any law which has been made and adjudged to be legal and proper.

But international law is much less definite, and for this reason much more difficult to deal with, than domestic law. There is no international body which can make laws which will be binding on all nations. Therefore, international "law" is actually international custom—much like the common law of Anglo-Saxon jurisprudence. There is no body which can judge an international law to be legal and proper and have its decisions made binding on all nations. If a nation does not agree to have the decisions of the International Court of Justice at the Hague binding upon its actions, they are not. And if The International Court does make a finding in law there is no governmental body which has the authority or the strength to enforce that decision upon all nations.

In the field of international "law" there are few subjects so obtruse, complicated and controversial as the law of territorial waters. It has been steadily controversial since the early Romans attempted by law to stamp out piracy in the Mediterranean and make the open sea free for the passage of unarmed ships of commerce. This controversy has incited numerous wars in the intervening years. It is complicated to this day by the variety of claims made by coastal nations as to the width of the territorial sea which shall be the sole property of the coastal sovereign.

All during the nineteenth century and the first part of the twentieth century, the law was plain and its enforcement was effective. The law was this: all of the sea within three miles of land owned by a sovereign nation was the property of that nation and with certain exceptions, such as the right of innocent passage by peaceful commerce and the right of vessels to seek shelter when in distress, could be governed by that nation just as the land which it owned. All the rest of the oceans were high seas. They were the common property of all mankind, open to the commerce of vessels of all nations without the payment of toll to any nation, and the products of the high seas were the property of he who was able to catch them no matter what his nationality.

The law as so stated was effective for two reasons. In the first place it was just in that it applied to everybody alike, and it was good for mankind generally because it stimulated the flow of international commerce. In the second place, it was enforced by the nations who had the big navies during

this period of history—England, The United States, Japan, Germany, and France. These were the countries who conducted the great proportion (75 to 80%) of world commerce on the sea and fished in the open ocean far from land.

But the world moves along. The strength of nations waxes and wanes. Improved methods of armament, shipping, and fishing change conditions of commerce and the opinions of nations with respect to the law. With the coming of air commerce and air warfare for instance, a whole new concept enters the field. Guided missiles and fighter planes make it possible for the sovereign nation to stay ashore and enforce its will over commerce far out to sea—as witness the shooting down of Swedish and American planes by the Russians over the Baltic in clear violation of international law.

So some of the smaller nations who do not conduct much air or sea commerce or who do not conduct long range high seas fishing wish to extend their sovereignty farther out to sea than three miles. In the unsettled conditions of world affairs their extended claims get more attention than they otherwise would.

These claims are put forward for a variety of reasons by these countries and encompass a variety of different claims. Argentina in 1946 proclaimed its sovereignty over all the continental shelf and the sea above it. The continental shelf is broad off Argentina. Off the coast of Chile the continental shelf is quite narrow, so Chile wishing to gain an advantage similar to that claimed by Argentina asserted her sovereignty over a band of high seas 200 miles wide off her coast,

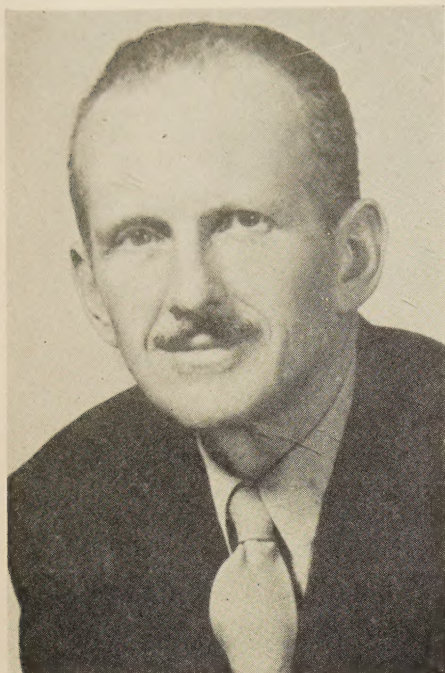
without regard to the width of the continental shelf. In so doing she established a pattern which was favorably greeted by a good many countries of Latin America.

It was at this point that the tuna industry became involved in the problem. Peru followed Chile in making a 200 mile claim. The United States tuna industry does some fishing off the northern tip of Peru, but well out to sea and far beyond the three mile limit. The next nation to take up the matter in a way that could have been seriously damaging to the tuna industry was Costa Rica, and this was the way the Inter-American Tropical Tuna Commission got started.

In 1948 Costa Rica put forward a claim to sovereignty over a band of ocean 200 miles wide off her coast. Her claim was made specifically for the purpose of controlling tuna fishing off her coast. Her reason was a fear that American boats fishing in that area would damage the tuna resource by over-fishing, and if this happened she would not have tuna available in future years if she got a large fishery started. This claim was rather easily met. The United States tuna industry was just as interested as Costa Rica was in preventing overfishing and damage to the tuna resource. As a result it persuaded the United States government to negotiate

(Continued on page 17)





Nutrition Expert
John X. Loughran



UPERCHARGED with top quality protein by Mother Nature herself, the tuna is one of the answers to the American housewife's eternal quest for the health betterment of her family. Make no mistake about it. When America wakes up to the importance of having more protein food every day at every meal, tuna is going to be a very familiar word, for no finer protein exists in nature than the flesh of the tuna. Undisturbed by its elegant scientific name—*Thunnus thynnus*—the tuna regally carries its distinction of being the largest fish of the important mackerel family.

As life is mostly a matter of "observer's point of view," tuna fishing is both a sport and an industry. Many a jaded millionaire sportsman, bored with the night life and clicking balls of a Monte Carlo roulette wheel, has set sail for a Mediterranean weekend of the finest sport he has ever had, because fishing for the brilliant and fighting spirited tuna is regarded as rare sport by anglers who enjoy a stiff fight.

Immense numbers of tuna enter the Mediterranean under the guns of Gibraltar and there divide, one part following the shores of Europe and the other the shores of Africa, both divisions in search of a place to deposit their spawn. Thus, the sportsman has his fun, but millions of people along both the European and African shores obtain their basic protein food supply from these tuna hordes, for tuna fishing is the most important industry of that great internal sea. Perhaps it was this fish food lifeline that impelled the dynamic Latins to name the Mediterranean, *Mare Nostrum*, "our sea."

The Tuna Proteins

By

JOHN X. LOUGHRAN

In the western world, the tuna fisheries of the California coast are the most important, even though these Pacific tuna fisheries are still in their infancy, if the matter is considered from the standpoint of what an amazingly small amount of tuna enters the American diet on a national scale.

While tuna is gradually increasing in favor, a long program of education is needed to bring this tasty, delicious, high quality protein food to the American dinner table in larger quantities. The canned tuna industry has a remarkable yet virtually unexplored opportunity to raise the nutritional health status of America. Possessing a distinctive and delicious flavor of its own, tuna captures somewhat the flavor of chicken.

Canned tuna, it should be remembered, has the same unimpaired protein and mineral values as the fresh fish. Because time consuming preparation—as with meat and fish generally—is bypassed, the housewife should learn more of the amazing versatility of this delectable canned protein food, partially in the interest of labor saving, but principally for the health-giving and tissue-mending qualities furnished by the flesh of the tuna.

Land animals often feed on the outgrowth of water-starved insect-ridden forage of poor soils. Tuna and other fishes develop their tissue building protein in the chilly, half-lighted depths of the seas, where Nature slowly, molecule by molecule, builds the protein flesh of the tuna as it cruises gracefully and alertly through the water seeking food. From the mysterious demi-light of the oceans, Nature is beckoning a hungry world to "come and get it," a world that is searching (whether it knows it or not) for protein, but finding for the most part only cereals and grains—and perhaps social unrest. Teeming popula-

tions famishing for protein can build neither true health nor vitality from grains and starches. Yet, so much of the world's population must now subsist on these same inferior low-protein foods.

For every longitude of explosive "iron curtain" unrest, there may be a matching latitude of protein hunger. The hidden protein hunger may be partially the cause of the seething unrest among depressed populations for the geography of hunger has no frontiers. Its force is unpredictable. This may all seem farfetched but this writer, after a quarter century nutritional experience, has proved at least to his own satisfaction that the connection between foods and moods is real. Protein builds *morale* as well as health.

Recall how few times news dispatches ever tell us of anything but the shiploads of grain that are sent to the starving hinterland of backward continents. The history of the whole world, economically and politically, might be changed virtually overnight if protein food—for instance canned seafood—were shipped to these people to improve their vitality.

Protein hunger, as well as political ideologies, may help breed rebellion and totalitarianism. New efforts at providing the proteins of fish on an international scale might be a partial answer to this problem which so masks part of the real cause, namely, submarginal protein nutrition.

Somewhere, sometime soon, some one is going to catch a glimpse of the situation and set himself to its solution; namely, the exploitation of seafood so as to bring to the hungry millions of the earth a better food. Who will do it? It may be some youth, gifted with imagination, now working on a fishing boat;

(Continued on page 17)

Know Your Seafoods

LARGE VARIETY FOR DAILY MENUS

Peeking through the key-hole to learn about the "love-life" of salmon is a job that has occupied marine biologists for some years now. And, aside from the rather dubious pleasure such an occupation may afford, it provides the world with information that assures us the benefit of this valuable fish specie for food.

The spawning female salmon finds a suitable patch of coarse gravel, digs a nest with her tail and body, and deposits her eggs in the bottom of this nest. The male fertilizes the eggs as they are laid, then the female covers them with gravel. Both the male and female die soon after spawning.

The eggs develop in the gravel and hatch within 50 to 60 days, and the young fish wriggle up through the gravel and most of them soon start their migration to the sea. In the ocean they grow very rapidly and most of them return to their home streams to spawn not quite four years later. A few indi-

viduals may spawn when as young as two or as old as six years—but young or old they all die after one spawning.

It used to be believed that when in the ocean a salmon stayed near the mouth of his home stream, but by tagging large fish and marking fingerlings, it was learned that the fish often migrate hundreds of miles at sea.

One king salmon tagged in the summer of 1949 off San Francisco averaged 20 miles per day and was recaptured off the coast of Canada. Another averaged 30 miles per day and was captured just north of the Columbia River. Still another was tagged off the Washington coast and later recovered in the Sacramento River.

The fishing for salmon in the ocean has become so intensive that knowing how far the fish migrate is not enough. In order to know how well a stream is producing we must know how many of its fish are being taken by the California, Oregon, Washington, and Canadian ocean fleets.

There are two ways to get at this information. One is to *tag* large salmon in the ocean and learn what stream they enter to spawn. This tagging consists of attaching a numbered metal or plastic disk to the fish. The other method is to *mark* young salmon in the streams and see where they are caught by the ocean fleets and in what numbers.

While they are in the streams the young salmon are too small to carry a tag, hence they are *marked*. This is usually accomplished by clipping off two of their fins so that they can be recognized when captured. Different fin combinations are used for different streams.

During 1950 the fisheries workers of California, Oregon, and Washington joined in a huge marking program in which over two million young salmon were to be marked and released in the rivers of the three states. Already more than 400,000 have been marked in the Sacramento River system.

SEATTLE SALMON

This recipe is from Goodhousekeeping's Fish Cook Book.

Clean, scale, remove fins and backbone from a 6 to 7 lb. whole salmon or piece of the same weight. Skewer and lace together with string the backbone edge or two edges of a piece. Salt and pepper the inside and spread with prepared mustard. Stuff, reserving some stuffing to spread on fish. Lace free edge and place fish on a bed of parsley and celery leaves in baking dish or pan. Spread reserved stuffing on top and drizzle 3 Tbsp. salad oil over all. Pour $\frac{1}{2}$ C. boiling water into pan; bake at 350° 15 to 18 min. per lb. depending on thickness of the fish.

Garden Stuffing:

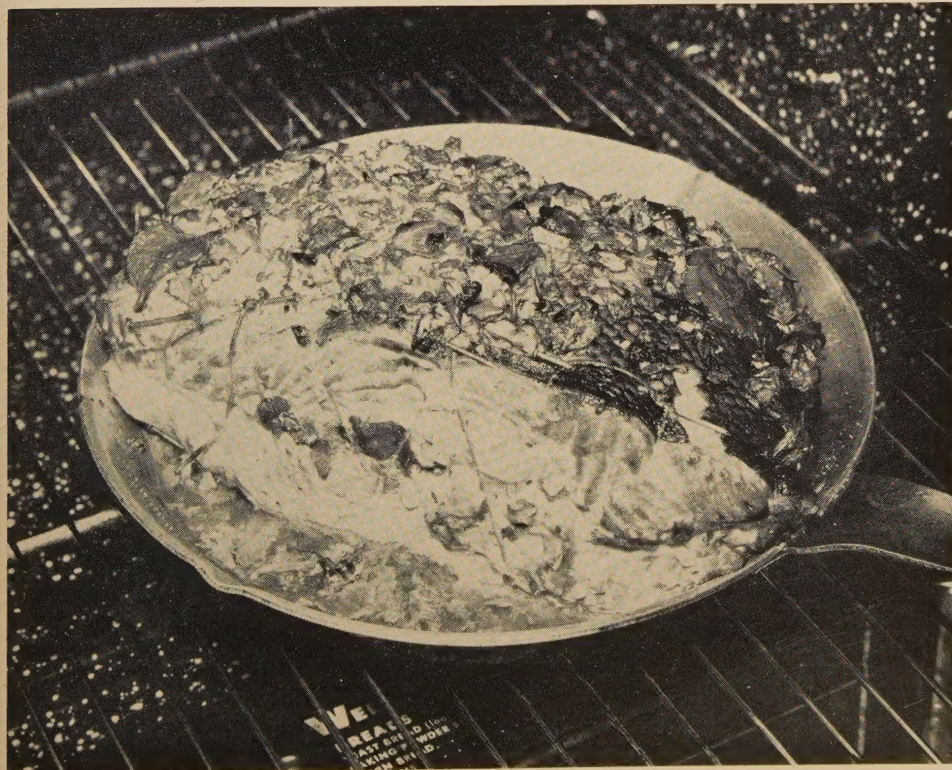
- 1 small clove garlic
- 1 tsp. salt
- $\frac{1}{3}$ C. minced green onion or scallions
- $\frac{1}{2}$ C. chopped green pepper
- $\frac{1}{2}$ C. chopped celery
- 2 coarsely chopped, peeled medium tomatoes
- 3 tbsp. chopped parsley

With side or knife blade, mash garlic with salt on cutting board. Mix with rest of ingredients. Use to stuff and top dressed 6 to 7 lb. fish.

As an accompaniment for Seattle Salmon serve:

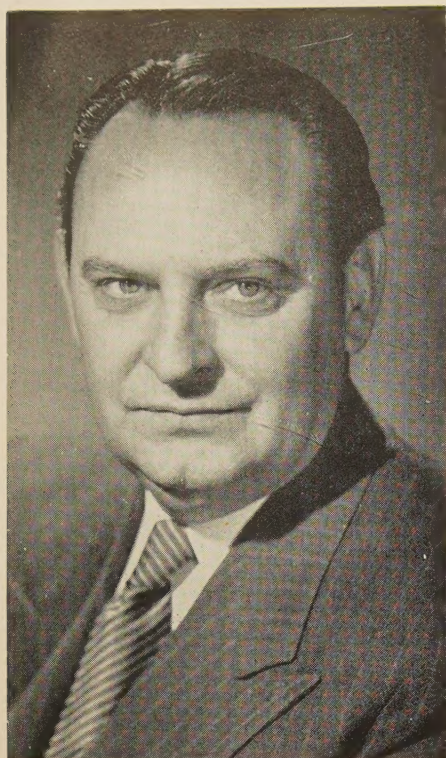
- Fluffy rice, buttered.
- Italian squash.
- Hard rolls.

*July and August Recipes
Courtesy Virginia Taggart*



SEATTLE SALMON

Company Style with Fresh Vegetable Dressing



Advertising Counselor

Walter "Hank" Richards

"Hank" Richards, advertising and public relations counselor of National experience, first became acquainted with the problems of the tuna-fishing industry during his war-time service in San Diego as writer-producer of the marines' "Halls of Montezuma" radio program on Mutual network.

His early years as assistant editor of "National Miller" trade magazine gave him a firm background in food merchandising that has been augmented by years in radio as a creative program executive for CBS and some of the midwest's greatest stations. He has written programs for Purina's Mills, Sears-Roebuck, Frigidaire, Alka Seltzer, Swift & Co., and many others. Since the war he has been editor-writer for the DuPont Calvacade of America. During the recent tariff fight his contribution of counsel and the use of his National contacts resulted in some of the most important publicity tuna ever received.



AS THE tariff fight lost because of the tuna industry's failure to send an experienced public relations man to Washington to carry on the fight after the hearings? That is a moot question.

This much I know. The fish importers and eastern canners engaged a man who did yeoman service convincing editors and apparently many Senators, that the State department was totally justified in their insistence that tariff relief would be a blow to relations with the Japanese.

This capable and expensive man did his most effective work AFTER the hearings, when the California industry had rested its case and was content to wait it out without following through with more public relations—particularly in New York and Washington.

TUNA'S SUREST GAMBLE

(Better Public Relations)

By

WALTER "HANK" RICHARDS

If ever there was an industry that should look to its advertising and public relations it is tuna. With the tariff fight lost or at least temporarily stymied, the industry obviously faces another threat of cut-throat competition from abroad.

Before throwing in the sponge and writing tuna off as a bad risk, it may be well to consider this all-important fact: *"American Housewives habitually buy the ADVERTISED PRODUCTS in preference to unknown commodities—even though there may be a substantial difference in price."*

California canners who have built up brand names and public acceptance through advertising backed up by the delivery of a quality pack have the least to fear when the new flood of foreign tuna comes to engulf the American market.

Surveys conducted for me in the vital New York, Chicago and Los Angeles markets indicate that housewives will take American caught and canned product in preference to foreign product. They instinctively distrust foreign food products, particularly those from South America and the Orient, suspecting that sanitation standards in these countries may not be up to American acceptance. However, note this: There seemed to be considerable doubt among the women interviewed as to how they might identify domestic pack from the imported.

The California industry should exploit this present natural advantage with housewives at the earliest possible moment. I would suggest that an attractive emblem should be adopted. Perhaps a happy tuna bearing an American shield and the words, "American-Caught-and-Canned." Such an emblem should go on the labels of all quality American pack without delay.

The emblem and what it stands for could be exploited at little cost if each

participating California canner would give over one small corner of every tuna ad scheduled for a display of the happy tuna, along with a few words to indicate that it is the hallmark guarantee of purity and reliability; an assurance that it signifies a quality product of American labor and enterprise.

Roger Babson, the noted business economist, has said: "Money spent in advertising is the best gamble I know of—"

If there is a sure-fire bet before the tuna industry today it is in the field of public relations.

Tuna simply has NOT been taking full public relations advantage of the money being spent by the canners in advertising. This failure of the industry to set up a full time public relations division has lost and is losing tuna millions of dollars worth of free magazine and newspaper lineage and mention

(Continued on page 18)



PROGRESS & PRODUCTION

BONE DRY AIR DRIER

Bone Dry Air Drier is the name of a new product that draws moisture from humid air much the way a sponge works in water. It is being introduced now by The Hood Co., 11048 So. Van Ness Ave., Los Angeles 47, Calif., and is a boon to folks who use it to keep rust, mold, mildew, or sogginess from sporting goods, leather goods, cameras, binoculars, instruments, foods such as cookies and crackers, and a host of other things that suffer when humidity soars.

Many readers are familiar with desiccants used by the U. S. Government in packing supplies for overseas shipment and for use in "mothballing" aircraft or naval vessels. Bone Dry Air Driers are the same type of dehydrating agents but are packed in a convenient form for general home and sports use.

Several unique features make Bone Dry Air Driers particularly suited for consumer use. First, it won't wear out. It won't drip, melt, leak, or be used up. It may be reactivated as many times as you choose and each time the renewed thirsty action is as effective as ever.

Second feature is the accompanying signal card that tells you when to renew the thirsty action. This little blue card placed near the Air Drier inside your tackle box, gun cabinet, cookie jar, etc., changes to pink when you should reactivate the Bone Dry Air Drier. As long as the card stays blue, you know humidity is so low rust, mold, and mildew just can't happen.

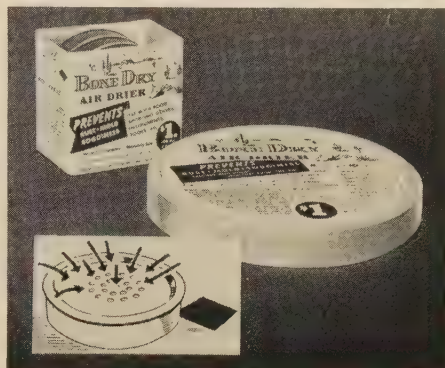
Another feature is the very easy way Bone Dry Air Driers are reactivated. You simply place the Bone Dry Air Drier in your kitchen oven at 325° for thirty minutes. That's all there is to it. The whole can goes into the oven, and the whole can comes out. No need to rip cloth or paper sacks, no need to pour the granules of dessicant into special pans or anything of the sort. Just pop it into the oven like a baking potato and thirty minutes later it's as good as new.

Bone Dry Air Driers are odorless, fireproof, non-toxic. They're safe to use anywhere dryness is desirable, even with foods. It has no effect on other materials except to keep them dry. Won't effect the coating on lenses of cameras or binoculars, won't change food flavors.

Musical instruments, linens, hearing

aids, stamp collections, seeds, small metal parts, hard candy, clothes stored in plastic bags, trunks or chests, as well as sporting goods all suffer or spoil in high humidity. Bone Dry Air Driers eliminated the humidity and prevent damage. Boat owners will find them especially useful to keep signal flares dry, tools in working order and foods palatable. Yes sir, Bone Dry Air Driers keep things dry wherever used—and they're safe to use anywhere.

These driers are available in two sizes: a small size that protects up to two cubic feet, and a large size that protects up to ten cubic feet. Three of the small size Air Driers are packaged to-



gether and retail at \$1.00 for the three cans. The large size is sold individually and retails at \$1.00 each. Standard trade discounts apply.

For a catalog sheet, and more specific information write to The Hood Co., 11048 So. Van Ness Ave., Los Angeles 47, Calif. All inquiries will be answered promptly.

NEW COLD GALVANIZING PROCESS

After two years of extensive testing, an entirely new method of cold galvanizing for surface protection of steel and iron has been announced by H. L. Grebinar, of the Galvanite Corp. of New York City.

Mr. Grebinar states that the new process, which utilizes "Galvanite" Cold Galvanizing Compound, is *not* a paint, but actually a cold galvanizing compound. Despite its considerably lower cost "Galvanite" equals and in many cases outperforms other surface protection techniques including eletroplating, hot dipping, cementation, spraying and painting.

"Galvanite," the new coating, manufactured solely in the United States and now available for general distribution, has a wide variety of uses in industry, the military, on the farm and in the home. This compound may be applied with any ordinary paint brush, electric spray gun or by cold dip. Special equipment or personnel training is unnecessary.

The new process gives effective results on any structure from an iron or steel bridge to a rusted garden gate. Marine users have found that "Galvanite," when applied directly to a ship's hull, will prevent sea growth, corrosion, and electrolysis.

Iron or steel surfaces coated with "Galvanite" create an electro-chemical union, thereby uniting the zinc with the base metal's surface.

"Galvanite" differs basically from other so-called metallic paints containing zinc, in that "Galvanite" actually combines with the base metal, setting up electrical continuity. "Galvanite" offers true cathodic protection. It leaves a coating of 96 parts, by weight, of chemically pure zinc. This important advantage will be appreciated by users of other surface protection methods which utilize zinc or aluminum dust. Electrical continuity is not possible in aluminum paints because the oxide film forming around the aluminum upon its exposure to air isolates the metallic layer.

In instances where "Galvanite" is directly applied onto adhering rust, it induces the rusted area to create its own non-flaking coating, thereby stopping any further rust and preventing "Rust Creep."

One of the tests made was on bright and rusty steel treated with "Galvanite" and submerged in salt water for two years. Scratch tests showed both samples to be free of any loose rust after their long immersion period.

"Galvanite" also eliminates the costly time-consuming and often impractical necessity of dismantling required by other zinc galvanizers.

"Galvanite" can be applied directly to the object, regardless of size. A single coating of "Galvanite" brushing consistency, will give a coverage of approximately 625 square feet per gallon.

Within 40 minutes after application, "Galvanite" will be tack-free and will
(Continued on page 17)



W. M. Chapman
Director of Research
American Tunaboat Association

THE TUNA *Tariff* SITUATION

By

DR. W. M. CHAPMAN



IT HAS been a little more than a year since the tuna industry began its effort to slow down the rapid increase of tuna imports. It is useful at this time to re-examine the problem which existed, the progress which has been made in solving it, and what remains to be done.

The problem was threefold: 1. In 1948 the volume of tuna imports of all kinds amounted to a little less than eight per cent of all tuna consumed in the United States, and in 1951 the volume of all tuna imports amounted to a little more than thirty per cent of the tuna used in this country, 2. There seemed to be every indication that the volume of imports would continue to rise, and 3. There seemed to be little hope of lowering the cost of operation in the tuna industry here so that we could meet the low prices of imported tuna.

It seemed obvious to all hands in the United States tuna industry that tuna imports had to have some upper limits placed upon them as to volume, and some lower limits placed on them as to price. Otherwise this industry would be forced out of business, either through getting crowded out of its own market by the volume of imports or squeezed out by not being able to operate profitably at a price competitive with the foreign produced articles.

The plan of action determined upon by the United States tuna industry was to create a set of conditions under which imports of all kinds of tuna would amount to between fifteen per cent and twenty per cent of the total amount of tuna consumed each year in the United States. This would give to

the foreign suppliers a little larger share of the United States market than they had prewar. It would actually guarantee the foreign suppliers a little better than twice the volume of business it had here prewar. Their volume of business would continue to increase as we increased the size of the United States tuna market by sales promotion. Concurrently with this tariff campaign the United States tuna industry launched an extended sales promotion program to ensure that the tuna market did continue to increase.

Implementation of this policy was complicated by the varied nature of the tariff treatments given to the several categories of tuna imports under United States laws. These categories were four in number: 1. Frozen tuna. This commodity bore no tariff and was not the subject of a trade agreement with any country. 2. Tuna canned in brine and bonito canned in brine. These commodities bore a duty of twelve and one-half per cent ad valorem. They were covered by a trade agreement with Peru. 4. Tuna canned in oil. It bore a tariff of forty-five per cent ad valorem and was not covered by a trade agreement with any country. There were no quantitative restrictions (quotas) of any kind on any form of tuna.

Certain general rules governed the play. The United States, under the General Agreement on Tariffs and Trade, had bound itself not to enact any new quotas on commodities in international trade. The Congress never ratified the General Agreement on Tariffs and Trade. It was never given a chance to do so. There is a considerable element in the Congress that believes the United States' signature of GATT was unconstitutional, because governing foreign trade is the exclusive province of Congress under the Constitution. But the Department of State signed it anyway, nobody has tried yet to test its constitutionality, and there it stands.

Another ground rule was that under basic United States tariff law any restriction on trade, either tariff or quota, that the United States agreed to apply with respect to the products of one country applied equally to all countries. Thus it would not be possible to set a tariff or quota against tuna from Japan that would not apply equally to tuna from Latin America or other countries. This ground rule proved particularly embarrassing because there was no way to reach a balance of tuna trade between Japan and the United States that would not deeply wound the sensibilities of several Latin American countries, but of Peru in particular.

A third ground rule stopped the most practical solution to the tuna import problem cold in its tracks. There was no part of this problem which could not have been peacefully settled in a weeks time by negotiations among the tuna industries of Japan, Peru and the United States. This is still the case. However, if the United States industry entered into negotiations with the tuna industries of these other countries it would be in violation of the Anti-Trust Laws of the United States. The Japanese industry and the Japanese Government sent emissaries repeatedly to treat with us on the matter. All we could tell them was that we could not make any agreement either with the Japanese industry or government or we would get thrown in jail. The only agency who could do such negotiating on our side was the Department of State. It would not do so. It was interested in the propagation of economic theory, not peaceful and profitable world trade.

A fourth ground rule that tremendously complicated the problem was laid down by the Reciprocal Trade Agreement Act of 1934, as amended. Under this series of laws the Congress had delegated more and more of its constitutional duty to govern foreign trade

(Continued on page 13)

EBB 'n FLOW

BRINING FROZEN SALMON

Preliminary results on a study of the cause of texture change of canned salmon prepared from frozen fish was reported recently by the services' Technological Laboratory at Ketchikan.

Freezing and subsequent storage of salmon prior to canning results in adverse changes in the appearance and texture of the product as compared to that prepared from fresh fish. Most important are the occurrence of excessive curd and the toughening of the flesh in the final product.

Studies have shown that brining the cut sections of thawed salmon prior to canning reduces the extent of these changes. Statistical comparisons of the mean penetration values obtained from three canned salmon packs showed that canned salmon prepared from frozen fish and packed in the normal style with dry salt is significantly tougher than the same fish if given a short brine treatment prior to canning. The fish used in these tests were Coho salmon which had been held in cold storage at -20° for 28 weeks before thawing and canning. The thawed fish were cut into can-size steaks and divided into three lots. The first lot was given a 10-minute brining in 70 degrees F. salinometer brine. The second lot was given the same treatment but 2 per cent disodiumphosphate was added to the brine. The third lot was prepared in the normal cannery fashion with dry salt added to the can. A total of 36 cans were packed, 12 in each lot.

Although the data obtained are only representative of a few fish of one species which had been stored under one set of conditions, they show that brining materially lessens curd formation and tends to reduce the toughening associated with canned salmon prepared from frozen fish. The addition of 2 per cent disodiumphosphate to the brine did not appear to increase the efficiency of the brine treatment.

NEWFOUNDLAND FISHERY TRENDS

Shrimp Found in Newfoundland Waters:

The *Twillingate Sun* (May 3, 1952) reports that shrimp are to be found in Newfoundland waters, particularly off the east and west coasts where they were discovered a little over a year ago by the government's exploratory boat *Investigator*. No one yet knows the extent of the resource but an investigation undoubtedly will be made, states a May 16 American consular dispatch from St. John's.

Lobster Fishery:

Lobster fishermen in general this year are having a better season than last. Prices being paid range from 22 to 24 Canadian cents per pound. Inspectors are in the field checking on fishermen to see that new regulations respecting minimum size lobsters are obeyed.

Salt-Fish Sales to Europe To Be Handled in Dollars:

With news from Ottawa that Newfoundland's salt-fish sales to Europe henceforth must be handled in Canadian dollars and not sterling, played a very useful part in supporting the island's economy following World War II, and which permitted Newfoundland to sell to countries relatively rich in sterling but poor in dollars. With Newfoundland's national debt largely in sterling debentures, it was happily possible to figure in British currency. Apparently customers are able to pay in dollars this year; in any case, negotiations must be conducted on this basis.

New Newfoundland Filleting Plants To Receive Government Aid:

A new filleting plant is being constructed at Fermeuse, Newfoundland, states a May 15 American consular dispatch from St. John's. The Newfoundlander who is constructing the new plant is the principal motivator in another Newfoundland fishery firm. At the request of the firm, the government has assisted this latter company in acquiring two draggers by relinquishing a mortgage held on the firm's property at Harbour Grace. In addition, the government is guaranteeing a loan of C\$350,000 to assist in the purchase of two other draggers for use at Fermeuse. On a third occasion the "government waived the right of the repayment of principal (amounting to C\$20,000) of a loan made to the company by commission of government. Deferring payments for a period of one year so that the company could complete plans for expansion."

The plant at Fermeuse is not yet in production, but the machinery has already been installed. It appears the plant will be of good size.

On May 7, 1952, the Newfoundland premier announced in the assembly that it was "likely" a new C\$600,000 fish plant will be constructed at Trepassey, on the south coast of the Avalon peninsula. A St. John's fishery firm will build this new filleting plant providing the government will furnish the backing.

FISHERIES MARKETING OUTLOOK

Generally upsettled markets for edible fishery products is the forecast for the third quarter of 1952, according to the current *Quarterly Outlook for Marketing Fishery Products, July-September 1952*, Fishery Leaflet 336M, issued by the service's branch of commercial fisheries. This quarter will be a period of heavy catches, imports, and cold-storage holdings. An active market is anticipated for foods in general, with heavier supplies and somewhat lower prices as compared with the third quarter of 1951. This leaflet predicts a weak market for most fishery byproducts, a low level of fishery products exports, and a high rate of importations of fish, shellfish, and byproducts. Business activity in general is expected to be at a high rate but somewhat below that of the second quarter of 1952. Consumer income is expected to be large and consumer demand good.

During the quarter, the combined production of fish and shellfish is expected to reach the maximum rate for the year. More than half the annual production of the byproducts, fish oil, and fish meal will be produced in this quarter. Canning of salmon, shrimp, and tuna will be at peak levels during the quarter, when nearly half the annual volume of canned fish and shellfish will be processed. Production of fish for sale in fresh and frozen form will be slightly less than that of the previous quarter. Stocks of fishery products in cold storage will increase continuously during the quarter, in preparation for the ensuing periods of lower production.

Latest reports on cold-storage stocks indicated that the largest holdings were in shrimp, cured herring, halibut, cod fillets, and whiting. Cod fillets and whiting were in unusually large supply for the time of year. Items in comparatively small supply for the season were cured herring and ocean perch fillets. Smoked fish stocks in cold storage were about half as large as holdings of a year earlier.

Strong or active markets are predicted for croaker, mackerel, and salmon. Other salt-water products for which a firm or fairly firm market is forecast are bluefish, mullet, sea trout, swordfish, canned salmon, and canned mackerel. Steady or fairly steady markets are anticipated for halibut, ocean perch (rosefish) pollock, red snapper, salt herring, mild-cured salmon, and sardines. Unsettled markets are pre-

(Continued on page 17)

This article on the Japanese Tuna Fishing Industry was translated and made available by the staff of the Pacific Oceanic Fishery Investigation of the Fish and Wildlife Service.

There seems to be in the article a considerable amount of information not heretofore available about the trends and plans of the Japanese Tuna Industry. Two things about the article stand out:

1. The Japanese are looking only to the United States as a foreign market for their tuna production; no effort is to be made to develop other sources of foreign exchange; and

2. The alleged overbuilding of the United States fleet is more than equalled by Japanese tunaboat construction. Although the Japanese increase in catch per boat-ton is down, the overall catch has increased by 20 per cent over pre-war, and the number of vessels has increased by more than 50 per cent.

The Japanese Tuna Story

The tuna fisheries, which in direct connection with the canning and freezing industries, have been occupying the leading position in our fishery exports as star producers of foreign exchange, can be said to form the nucleus of our oceanic fisheries. Persons connected with these fisheries have been steadily strengthening their foundations in preparation for developments after the peace treaty.

The rapid restoration of these fisheries after the war, in part as a reaction to the closing of the northern fishing grounds, has been astonishing, but essential improvement of the fishing techniques has not necessarily been in proportion to the increase in the catch and the number of operating vessels. This probably bespeaks a continuance to the present day of the desultory character which the reconstruction had in the beginning as a temporary expedient for increasing food production and employing idle fishermen. However, the weak unstabilized enterprises have been subjected to a process of natural selection. Their place has been taken by sound entrepreneurs, and since the latter half of last year the industry has gradually been trending toward normalcy. Lately the movement for the reformation of this industry has been gaining more and more strength, particularly with the advocating of the improvement of fishing operations through the use of larger boats and raising the value of the fish by means of precooling.

The efforts of the operators are thus concentrated in the field of production, which is one wheel of the cart, but what about the consumption aspect? The business columns of the daily newspapers have lately been enlivened by reports of the progress of discussions in the American Congress concerning the bill to put a 3c per pound tariff on frozen tuna and to raise the tariff on tuna canned in brine, exports of which have been increasing to take the place of tuna canned in oil, from the present 12.5% to 45%. This matter has drawn attention from all quarters as a problem which affects not only the fishing industry but Japan's foreign trade as a whole.

This article is an attempt to describe recent conditions in the tuna fisheries, with the discussion centered around these two major points of production and export. (Statistical data are from the Japan Tuna Fishermen's Association) (Takahashi).

The Background of the Tuna Fisheries

It is said that tuna were being taken in the Mediterranean Sea and along Japan's Pacific coast as far back as the 6th Century before the founding of the Japanese nation. This fishery, based on the traditional fishing techniques of our country, has since ancient times been

an important source of protein for our people. In modern times with the application of motive power to fishing boats and the installation of radio equipment and means of preserving the catch, it has undergone a rapid development and has gradually advanced from offshore waters into the high seas. Taking the larger tunas as an example, in 1915 the landing from the high seas amounted to only 960,000 *kan* (3,969 tons)*, but they increased at a tremendous rate to 11,280,000 *kan* (46,643 tons) in 1930 and 13,690,000 *kan* (56,608 tons) in 1939. On the other hand, the landings of tunas from coastal waters were 3,970,000 *kan* (16,416 tons) in 1915 and only about 9,220,000 *kan* (38,125 tons) in 1939. With an increase in the size of the fishing boats, this fishery, which had been flourishing up to about 1,000 miles off the Japanese coast, continued advancing to the eastward until it reached the waters north of the Hawaiian Islands, and from 1938 on it turned the path of its advance to the southward in search of yellowfin tuna and was active in an area centered along the Equator. By 1940-1941 the range of operation was 5,000 miles with cruises of up to 50 days. With the outbreak of World War II the tuna fishery, like other fisheries,

*One *kan* equals 8.27 pounds.

(Continued on page 14)

TABLE I—ANNUAL LIVEBAIT AND LONGLINE CATCH OF TUNA*

YEAR	LIVEBAIT FISHERY				LONGLINE FISHERY			
	Catch Pounds	Boats	Catch Per Ton Pounds	Catch Pounds	Boats	Catch Per Ton Pounds	Total Boats (Net)	Total Catch Pounds
1940-----	203,670,575	360	6,806	81,269,133	475	2,795	708	284,939,707
1946-----	64,739,851	180	5,285	13,932,213	149	1,257	?	78,672,063
1947-----	146,362,245	560	3,002	63,159,876	421	1,886	956	209,522,121
1948-----	137,050,920	609	2,465	109,233,220	644	1,894	1,140	245,457,140
1949-----	129,958,717	606	2,283	140,938,845	628	2,274	1,163	270,897,562
1950-----	165,658,851	490	3,581	173,524,398	749	2,316	1,100	339,183,249

* The longline catch figures include considerable quantities of marlin and shark.

TABLE 2—INCREASE AND DECREASE IN THE NUMBER OF TUNA BOATS (Jan. 1952)

	(Boat Owners' Ass'n Statistics)					Increase between 1947 and 1951
	June 1947	June 1948	June 1949	June 1950	June 1951	
Number of Boats-----	817	1,080	1,170	1,092	1,106	289 boats
Tonnage -----	65,364.48	89,882.44	97,162.40	91,414.28	93,333.73	27,959.25 Tons
Average Tonnage -----	79.99	83.22	83.04	83.70	84.38	4.39 Tons

TUNA TARIFF

(Continued from page 10)

to the Executive Branch of the Government, that is, the President and the agencies he controlled. As a result the Congress could enact no legislation affecting a tariff on a commodity which was included in a trade agreement which had been signed with any other country. Two of the tuna commodities (tuna and bonito canned in brine, and bonito canned in oil) were in trade agreements and, thus, were outside the reach of Congressional action.

On the other hand, the Executive Branch of the Government could do nothing to affect the tariff rate on a commodity which was not under a trade agreement. Only the Congress could act on those. Two of the tuna commodities (frozen tuna and tuna canned in oil) were not in a trade agreement. When we complained to the Department of State that frozen tuna imports had increased 1,400% in three years, and was driving us out of business, they said it was too bad but they couldn't help us. We would have to go to Congress.

So we could not settle our problem by direct negotiation with our foreign competitors, and there was no one branch of the United States Government to which we could take our whole problem. Our only alternative was to take up our problem piece-meal, taking that part of it to the Congress which the Congress could legally handle, and taking that part of the problem to the Executive Branch of the Government which it could legally handle. This is what we did.

In the Reciprocal Trade Agreements Act of 1951, the Congress laid down the policy of the United States with respect to foreign trade. Simply stated, this policy was that the United States should do everything it could to lower the barriers to imports so long as this action did not cause serious injury or the threat of serious injury to an established American industry. Just to be on the safe side the Congress spelled out what it meant by serious injury—and listed in the law ten different ways by which the seriousness of the injury should be measured.

Under Section 7 of this Act it set up machinery whereby the U. S. Tariff Commission, when notified by an industry that it was suffering serious injury or was under the threat of serious injury by reason of increased imports which had been brought by a concession made by the United States in a trade agreement, would have to conduct an investigation and report its findings to the President within a stated period of time. The President, in turn, had either to put the recommendations of the Tariff Commission into effect or report to the Con-

gress, in a stated period of time, his reasons for not doing so.

The President and the Secretary of State have both stated publicly that the trade policy set forth in this Act is what they agreed to and, in fact, what they have been engaged in carrying out anyway. This has been repeated publicly by various underlings of the Secretary of State. We have now had the opportunity of testing how truthful these assertions were. As the play developed it became apparent that Eastern Seaboard importers had pretty thoroughly seized control of United States foreign trade policy and what they were forcing upon the country was not the law as laid down by Congress but absolute free trade with no frills and with no regard for the welfare of American producers.

Not being fully aware of this yet the entire tuna industry; fisherman labor, cannery labor, owners of all size boats, and tuna canners all over the country made application to the U. S. Tariff Commission to investigate the effect of imports of tuna and bonito canned in



brine, and of bonito canned in oil upon the domestic tuna industry. The Tariff Commission initiated such an investigation. It held a public hearing in the last week of January, 1952, in Washington, D. C. At this hearing representatives of all factions of the tuna industry were heard. In this hearing the whole tuna industry was in accord. Only importers and the representatives of Japanese and Peruvian producers appeared in opposition. This investigation is still going on. The Tariff Commission has until November 27, 1952, to make its recommendations to the President. It begins to look as if it is going to use all of the time the law allows.

Out of the preparation for this hearing the curious conditions surrounding the present tariff rate on tuna canned in brine emerged. This item bore a duty of twelve and one-half per cent presumably because of a trade agreement signed with Iceland in 1943. Examination into trade with Iceland showed that Iceland had never shipped a pound of tuna of any kind into the United States and that it was never likely to do so for the quite simple reason that tuna do not

occur in Icelandic waters, and are not caught by her fishermen. Examination of the trade agreement, the public hearings at that time, the announcements for public hearings, and the record of the negotiations showed that the word *tuna* did not appear in any of these papers. The plain fact was that neither our Department of State nor Iceland had any idea that they were talking about tuna when they signed the Icelandic Trade Agreement. When pressed on the point the Department of State admitted this to be the case.

What had happened was that the Icelandic Trade Agreement had a basket clause inserted in it under which the tariff on "Fish, canned, other than in oil" was bound by twelve and one-half per cent ad valorem. At this time all tuna was canned in oil. Consequently tuna did not fall into this category. Tuna had been canned in brine by both the Japanese industry and the United States industry during the 1930's, but it had been abandoned by both industries because it yielded a product inferior to that processed in salad oil.

When the abrogation of the Mexican Trade Agreement in 1950 restored the tariff on tuna canned in oil to forty-five per cent ad valorem a New York importer discovered the loophole in the tariff provided by the Icelandic Trade Agreement. He called this to the attention of the Japanese tuna canners. They began, in 1950, the canning of tuna in brine, which could be shipped to this country under a tariff of twelve and one-half per cent rather than forty-five per cent.

Thus through an obvious oversight in the making of a trade agreement with a country who did not produce tuna, an inferior product was introduced once more to the American tuna market at prices with which tuna canned in oil could not compete.

In the Icelandic Trade Agreement an escape clause had been provided to take care of just such cases. All that was required was for the President of the United States to notify the President of Iceland that through an accident of negotiation one item covered by this Agreement, tuna canned in brine, was, as a result of the concession made, causing injury to an American industry, and we wished to remove that concession. There is no reason why Iceland would refuse, because the removal of this concession would not affect her trade one jot or tittle. If she did demur, however, the escape clause permitted the United States to remove the concession anyway, after a suitable period of time.

With this in mind a delegation from the tuna industry asked for audience with the President in late January and

(Continued on page 15)

JAPANESE TUNA

(Continued from page 12)

was forced to throw in its fate with that of the military and it took a thorough beating, however, as everyone knows, since the war the restoration of the industry has progressed from year to year and in 1950 with the epoch-making appearance of the mother-ship type tuna fishery the range of operation was extended to the Equator.

Real Reconstruction Is Now to Begin

The Increase in Size of Fishing Boats and the Decline of Catching Efficiency

The pace of the rapid recovery after the war can be seen from Table 1, which shows that in the case of the skipjack livebait fishery the number of vessels is already past the prewar level and the catch is roughly equal to that made before the war. But the catch per vessel-ton which in 1940 was 823 *kan* (6,806 pounds) was only 433 *kan* (3,581 pounds) or approximately half as much in 1950. The tuna longline fishery shows a catch of 20,980,000 *kan* (86,753 tons), more than twice the prewar catch, but here too the annual

catch per vessel-ton is not satisfactory in view of the marked increase in size of the fishing boats. The average tonnage for tuna boats was 61.18 in 1940, 74.61 in 1946, 79.45 in 1947, 89.41 in 1948, 91.20 in 1949 and 94.54 in 1950 (148.82 in the case of mothership-type operations). In contrast to this trend toward larger vessels, the index of catch per vessel-ton, taking 1940 as 100, was from 1946 on 45, 68, 68, 82, and 86, far below the prewar level. This implies that the number of operators has nearly reached saturation in the fishing grounds, which are only 40% of the area of grounds fished before the war, and at the same time these figures indicate the lowering of the technical skill of the fishermen and the scarcity of vessels with superior equipment. (The increases and decreases in the number of tuna boats are shown in Table 2.) Accordingly, the present problems of the skipjack fisheries are to prepare for the extension of the fishing area by perfecting scientific equipment for freezing and for radio communications, strengthening hulls and engines, planning to improve technical skills, and endeavoring to improve quality.

Aiming at an Epoch-Making Reform

Newly Equipped Large Tuna Boats

No other fish has such a wide price range as tuna. Depending on its freshness the price per *kan* may range from 200 to 1,300 *yen* (\$.55 to \$3.60), and therefore the improvement of the quality of the fish is one important factor in rationalizing the operation of the industry. It is said that the Tuna Fishermen's Association is negotiating for the financing of large tuna boats with modern equipment which will increase catching efficiency and improve the preservation of the fish. If such boats materialize, it is anticipated that they will mark an epoch-making step in the progress of the tuna fishery after the peace treaty.

The large tuna boat construction program envisions at the moment the construction of 11 vessels, on each of which 30 million to 35 million *yen* (\$83,000 to \$97,000) is to be spent. Let us attempt to examine the significance of this plan.

Bringing the Utilization of the Fish to a Higher Level

The freshness of the fish is controlled by their handling aboard the ship from the time they are caught to the time they are brought ashore. With the use of the new precooling tanks, the fish will be placed in the tank as soon as they are caught and their body temperature of about 31°C will be brought down in about 4 hours to a central body temperature of under 15°C (sec). as the growth of bacteria is slightly below 15°C temperature, the fish will be kept in a condition of freshness just like that when they were taken and it can be anticipated that they will sell on the average at 20 or 30 *yen* more per *kan* than by previous methods of handling, giving a 20% to 30% higher selling price.

Increase in the Amount of Catch

These boats will be able to take approximately twice as much fish in the same period of time compared with past large tuna boats. Their fishing grounds will be expanded with the increase in their operating radius from the present 2,000 to 2,500 miles to 3,500 to 4,000 miles. The exploitation of virgin fishing grounds will be made possible by (1) the increase in cruising range (2) the increase in speed and (3) the increase in fuel capacity which will result from cutting the amount of ice used in half through the installation of precooling tanks. If the operating radius is 4,000 miles, the prospect of exploiting the world's tuna fishing grounds from the eastern tip of the Hawaiian Islands on the east to the southern tip of Australia on the south and westward to the waters beyond Ceylon will be no idle dream. Unless there is some re-

(Continued on page 16)

TABLE 3—TYPES OF TUNA FISHING OPERATION (1)

(as of Dec. 1951)

1. COMPANIES

Number of vessels owned	No. of companies	No. of boats owned	Tonnage	Name
29	1	29	2,743.75	Taiyo Gyugyo
11	2	22	2,083.48	Nikko Gyogyo, Aburatsu Suisan
9	1	9	1,079.81	Fuji Suisan
8	1	8	1,080.26	Goyo Suisan
7	1	7	1,094.79	Nishiro Gyogyo
5	1	5	182.10	Nakai Gyogyo
4	6	24	2,343.27	Nakagawa, Hokoku, Hamada, Hoko, Marutaka Suisan, Nafafuku Sangyo
3	9	27	3,054.24	
2	14	28	2,944.99	
1	29	29	2,784.03	
Total	65	188	19,395.72	

2. COOPERATIVES

Number of vessels owned	No. of cooperatives	No. of boats owned	Tonnage	Name
7	1	7	339.09	Tago Suisan Nogyo Kai
6	1	6	588.94	Kagoshima Katuso Maguro Kumiai
4	1	4	186.73	Sotonoura Kuisan Kumiai
2	1	2	90.94	Kushikino Gyogyo Kaihatsu Kumi
Total	4	19	1,205.70	

3. INDIVIDUALS

Number of vessels owned	No. of individuals	No. of boats owned	Tonnage	Name
5	2	10	1,322.06	Shotaro Shinomiya, Yasabruo Yanagishita
4	6	21	2,556.29	Natsubori, Teramoto, Kojima, Hatakeyama, Yamazaki, Masutomi
3	19	97	5,099.64	
2	86	172	14,210.77	
1	642	615	47,767.50	
Total	755	787	70,956.26	

TUNA TARIFF

(Continued from page 13)

obtained it. After they explained the situation to him they found him sympathetic. It was learned a few days later that he had referred the matter to the Trade Agreements Committee. There was general rejoicing in the industry at the prospects of the quick removal of the major immediate irritant that the industry had in the tuna market. The industry had not yet fully realized the deep seated enmity born toward it by elements in the Department of State.

The Trade Agreement Committee is a committee made up of representatives from nine Government Agencies—Defense, Labor, Commerce, Agriculture, Interior, Tariff Commission, Treasury, Justice and State. The Department of State member is chairman and the Department of State pretty well controls the committee. Its activities and deliberations are conducted in the strictest secrecy. The reason given for this is that it keeps speculators from taking advantage of its decisions. The practical result, however, is to protect the Committee from outside criticism of what they are doing or not doing. At any rate the Committee has, in strictest secrecy, been deliberating from January to this date whether or not it should recommend to the President a course of action on removing tuna in brine from the Icelandic Trade Agreement. So far as is known, or expected, these deliberations will continue indefinitely.

At the same time the industry was acting with respect to tuna in brine and bonito in oil before the Tariff Commission and the President, it was acting before the Congress with respect to frozen tuna. It was during the course of this extended action that the industry explored fully the attitude of the Department of State toward its problems and the foreign trade policy which had been laid down by the Congress.

In the fall of 1951 several west coast Congressmen introduced legislation which would provide for a tariff on frozen tuna equivalent to that on canned tuna. The emergency was great. In spite of the fact that Congress was close to adjournment, the House Ways and Means Committee appointed a subcommittee to consider the legislation and the problem. The Subcommittee was chairmaned by Representative Camp of Georgia. It held hearings. Industry members were not heard, but different experts in Government Agencies were heard—from the Tariff Commission, Interior, State and Bureau of Customs.

As a result of these hearings the subcommittee drafted its own bill—The Camp Bill, H.R. 5693. This bill provided, in essence, three things: 1. an in-

vestigation by the Tariff Commission of the effect of frozen tuna imports on the domestic industry, and a report to the Congress by January 1, 1953, as to what the Congress should do about it, 2. An investigation by the Department of Interior as to the impact of all tuna imports on the economy of the domestic tuna industry, with a report to the Congress by January 1, 1953, and 3. A temporary tariff of 3c per pound on frozen tuna to last while these investigations were being made, and to terminate April 1, 1953.

It was not generally conceded in Government that this bill had much chance of passage. It was so mild that the industry threw its weight behind it with misgivings. At this stage the Department of State, obviously believing the bill had no chance of passing, gave it an at least weak blessing by informing the Congress that there was a real emergency in the industry and the Department perceived no objection to the bill.



To the surprise of all hands the bill was reported out favorably and unanimously by the House Ways and Means Committee and passed the House with only one dissenting vote. It got to the Senate just at the close of the session and could not get a hearing before the session was over. Senator George, Chairman of the Senate Finance Committee, promised, however, an early hearing when the Congress returned to session.

He was as good as his word and very full, complete and fair hearings were given before his committee beginning February 4, 1952. The obvious tactic of this opposition at this point was to get the bill amended so that it would have to go back again to the House. At this point the representative of the Department of State testified that the Department, after more careful study, still realized that something was needed to give temporary protection to the industry, but the Department now believed the bill should be amended to permit 25,000,000 pounds of frozen tuna to be imported duty free.

There now ensued a tug of war of high intensity from early February until mid-May. The opponents of the bill were striving desperately to keep the bill from being reported out of the Senate Finance Committee. It looked as if

they would succeed, or if they did not block it completely they would be able to get it amended in committee, which would necessitate it going back to the House and probable defeat through being stalled in joint committee. Once again all hands were surprised. On May 12, the Senate Finance Committee reported the bill out favorably and without amendment.

At this point the Department of State literally blew its top. It tipped a secret dispatch from Moscow to a syndicated columnist which gave the false impression that Japanese representatives were in Moscow negotiating with the Russians because of this tariff. Secretary of State, Dean Acheson, told a press conference that the Department of State was unalterably opposed to the bill passing. The imposition of a small tariff which would come out of the pockets of importers and be only for a few months duration was blown up as being a measure which would throw Japan into the Russian camp, be taken as economic aggression against the Peruvians, and cause incalculable damage to the foreign policy of the United States. Italy and Denmark were brought into the act with official diplomatic notes. The New York Times thundered, the Journal of Commerce was astounded, the Washington Post was alarmed, and Life Magazine editorialized. No public relation stop was left unpulled. The tuna industry was rather amazed at its newly discovered importance in the field of international policy. The fate of the nation, and perhaps of civilization, hinged on how the United States Senate would vote on fish!

There began another tug of war. The best tactic the Department of State could now employ was to keep the bill from coming onto the floor for a vote, and it worked at this with skill and enthusiasm. In this it failed. The bill came to the floor on June 24. The Department of State had done its work well, however. Senators who had promised to vote for the bill were clubbed into line and the bill failed of passage by a vote of 32 in favor, to 42 against. An outstanding feature of the three hour floor debate was the reading by a Senator of a letter just received by him from the Assistant Secretary of State for Far Eastern Affairs. The high light of this letter was the statement that this bill was viewed in Japan with greater bitterness than anything since the Exclusion Act, and that its passage would have a profound effect on United States-Japanese-Russian relations.

This was an absolute untruth and a violent exaggeration. The Japanese have kept in touch with us closely during the past year. They are, in fact, the only outside parties to this controversy who have kept calm and moderate in their

(Continued on page 19)

JAPANESE TUNA

(Continued from page 14)

markable change in the fishery, it appears that these large tuna boats with their modern equipment will become the standard type of vessels for high seas tuna fishing and that they will be superior to mothership type operations for the fishing grounds of the North Pacific.

Cutting Down Operating Expenses and Increasing Catch Efficiency

Hitherto the trip expenses for fishing boats of the 160-ton class have been about 2 million yen (\$5,500). With the newly equipped vessels of 250 tons and up trip expenses will be about 2,500,000 yen (\$6,940), an increase of only about one-fourth. As the number of crew members will be the same as in the present large fishing vessels, their living space will be increased and it is not difficult to imagine that the efficiency of their work will be markedly improved.

It is a peculiarity of the operation of the tuna fishery that the element of personnel is more important than financial considerations and therefore individual operation is superior to company operation. An unfortunate result is that negotiations with financial agencies do not go smoothly and for this reason, financing is being sought from the Development Bank. It appears, however, that financing will be difficult to obtain in the fiscal year 1951.

Tuna Fishing Enterprises Subjected to Natural Selection

Postwar tuna vessel construction reached the high point in 1947 of 157 boats, but after that year new construction fell off sharply. This can only mean that this industry, which had become the object of investment financing, has advanced in an orderly fashion along the line of a rebuilding of the national fishing industry. According to "The State of the Postwar Fishing Industry," published by the Fisheries Agency, 63% of the operators were in the tuna fishery before the war, 18% have come into the fishery from other fisheries, and 19% have come in from

other industries. Of those who were in the tuna business before the war, 82% are individual vessel owners, while of those who have come in to the business from other industries, 84% are companies. The small capitalists who came into the industry on the wave of postwar prosperity, have found their operations becoming shaky because of the high cost of materials and the increasing number of vessels operating in restricted fishing grounds, and there are signs of a marked decrease in company capital since 1949. As is shown numerically in Table 4, as of October of last year the tonnage of fishing vessels owned by individual operator, the only form of business which seems suitable for the tuna fishery, had increased by 6,054 tons over July 1949. In contrast the tonnage operated by companies had decreased by 17,116 tons. This industry is no exception to the law of survival of the fittest through natural



selection, and the stability of the industry is probably being gradually increased by the elimination of weak and unstable companies. The present situation as regards the type of operators in the tuna fisheries is shown in Table 3 and 4.

In addition this industry has a mountain of difficult problems such as the difficulty of obtaining financing, heavy taxes, and the crew insurance problem. Taking the crew insurance problem as an example, no consideration is given to the difference between the skipjack livebait fishery, where the number of crew members is great in proportion to the size of the vessel, and the tuna longline fishery, where the crew is in a more normal proportion to the tonnage of the vessel. Many such injustices can be recognized, but because of the space allotted we will not take them up here.

From the point of view of production great hopes have been held for rapid advances after the peace treaty, but since the beginning of last year tuna export conditions have been under close scrutiny as will be outlined below.

The Target of the Tariff Offensive

The Tuna Export Situation

Along with the general increase in demand within the United States, exports of Japanese tuna products have rapidly increased. In 1950 the exports of light meat and white meat tuna canned in oil and in brine reached a record breaking total of more than 1,447,000 cases, a figure unparalleled before the war. This provided a subject for optimistic talk in fisheries foreign trade circles, but last year on the 1st of January the tariff on tuna canned in oil was raised from the previous 22.5% to 45% and the American industry began a campaign to keep out imported tuna. Then in September of last year a congressman from California presented to the Ways and Means Committee a revised bill to place a 3c per pound tariff on raw or frozen tuna. This bill passed the main committee of the House on October 15, but because of opposition from the exporting countries the Ways and Means Committee of the Senate was unable to act on the bill without a public hearing and so it was held over until the Congress convened in January of this year. Another bill has been introduced to raise from 12.5% to 45% the tariff on tuna canned in brine, exports of which increased suddenly with the raising of the tariff on tuna canned in oil. The proponents of the move to bar Japanese tuna are the tuna fishermen of the Pacific coast and their reason is "A cheap product produced by cheap labor is menacing their living standard." At the hearings which opened February 4 the State Department supported the 3c per pound bill but proposed that 12,500 tons be admitted each year duty free. If this quota were divided among exporting countries on the basis of their past exports, Japan, which in 1951 supplied only 40% of the 12,400 tons imported by the United States in that year, would have a tariff-free quota of less than 5,000 tons. In

(Continued on page 19)

TABLE 4—TYPES OF TUNA FISHING OPERATION (2) (Jan. 1952)

TYPE	Number	July 1949		April 1950		Dec. 1950		Oct. 1951		Difference Between 1949 and 1951
		Companies	%	Companies	%	Companies	%	Companies	%	
Company	Boats	103	13.2	99	12.1	78	9.6	65	7.9	Decreased 38
	Tons	291	24.9	276	23.9	202	18.4	188	17.3	Decreased 102
	Tons	30,597.26	31.4	28,223.12	29.7	21,196.26	23.0	19,390.72	21.2	Decreased 11,116.54
Cooperatives	Boats	13	1.7	10	1.2	5	0.6	4	0.5	Decreased 9
	Tons	31	2.6	27	2.4	18	1.6	19	1.8	Decreased 12
	Tons	1,753.38	1.8	1,433.38	1.5	837.88	0.9	1,205.70	1.3	Decreased 547.68
Individuals	Boats	661	85.1	710	86.7	730	89.8	755	91.6	Increased 94
	Tons	848	72.5	850	73.7	880	80.0	878	80.9	Increased 30
	Tons	64,901.76	66.8	65,330.34	68.6	70,124.60	76.1	70,956.26	77.5	Increased 6,054.50
Total	Operations	777	100	819	100	813	100	824	100	Increased 47
	Boats	1,170	100	1,153	100	1,100	100	1,085	100	Decreased 85
	Tons	97,162.40	100	94,986.84	100	92,158.74	100	91,552.68	100	Decreased 5,609.72

Note: For vessels of 20 tons and over.

Progress & Production

(Continued from page 9)

be completely dry for use, within 48 hours. The dried film of "Galvanite" contains nothing injurious to health.

"Galvanite" is available in cans in four sizes, 1/2 pint, quart, one gallon and two gallon; which cost respectively \$2.10, \$7.75, \$26.00, and \$51.50. Special reductions in larger quantities.

For spraying use "Galvanite" Solvent, which will double the coverage area of "Galvanite" Compound, is available at \$.40 for the 1/2 pint, \$1.00 for the quart can, and \$1.75 in the gallon can size.

NEW UNIVERSAL TO BOW NEXT MONTH

There's a "surprise package" in marine motors coming from Universal Motor Company in September; that's the promise of R. G. Klieforth, President. "For a long time we have seen the need for a marine motor of the size and type we're readying for September announcement," Mr. Klieforth states. "Now, after years of planning, development and testing, it's ready to take an important place in the Universal line. The unusual interest shown by our dealers in this new model makes us sure it's going to be another Atomic Four in popularity." Shipments of the new motor are now being rushed to dealers everywhere so they will be on hand when full information and pictures are released in early September.

MILLION DOLLAR TELEVISION CAMPAIGN

Van Camp Sea Food Company, Inc., packers of Chicken of the Sea Brand and White Star Brand Tuna, has just announced the details of a multimillion dollar television campaign featuring a brand-new series of Hopalong Cassidy films. Initial schedule calls for airing of the program in at least one-half the nation's key television marketing areas starting in October. Engineered by the San Francisco office of Brisacher, Wheeler & Staff, the up-coming video series is one of the most comprehensive of its type to date. It will be heavily backed by a nation wide merchandising and publicity program.

VACATION

The gyro-compass and loran navigation schools operated by the Sperry Gyroscope Company at 81 Willoughby Street, Brooklyn, will close for a vacation period August 1 and reopen August 18.

However, the Sperry radar school located atop the Seaman's Church Institute, 25 South Street, New York City, will remain open through the year because of the heavy enrollment.

(Continued on page 22)

Editorial

(Continued from page 5)

a treaty with Costa Rica which set up an international commission to prevent over-fishing. Costa Rica dropped her claim to extended sovereignty over the high seas as a result of this action.

But other factors in other sections of the world keep the territorial waters issue stirred up. Russia shoots down planes of other nations over the high seas. Russia and Communist China seize Japanese fishing vessels far off their coasts. Norway wins a case in the World Court which permits her to draw base lines between widely separated headlands on her coast and thus, in effect, to widen the area of sea over which she has sovereignty. Iceland immediately publishes new fishing regulations which permit her to do the same, but in an exaggerated manner affecting the fishing vessels of several nations. In the Persian Gulf the controversy centers on oil and the right to put derricks out in the shallow waters which extend far off shore. In Israel the controversy centers on the right of Egypt and Arabia to keep Israel from access to the Red Sea.

The issue is not only one of fishing without penalty on the high seas. It is also one of being able to navigate without hindrance over the ocean and in the air above the ocean. It affects not only peaceful navigation but navigation by men of war and military aircraft as well. The naval and air policies affected by this issue are of so much greater moment than the fishing policy, as far as the nation as a whole is concerned, that the fishing industry is once more placed in the position of the tail trying to wag the dog.

However the fishing industry of the country has no alternative but to fight as well as it is able to obtain a continued firm policy by the United States on the three mile rule of measuring the width of the territorial sea.

Few problems affecting the tuna industry are of more direct, practical importance to it, and few are so difficult to get at and handle. Two articles in this issue of the Pan-American Fisherman bear on different phases of this problem. Others will follow in later issues in line with this journal's policy of bringing useful information to the tuna industry concerning both its day-to-day and its long range problems.

TUNA PROTEINS

(Continued from page 6)

it may be a creatively-minded young white collar worker now familiarizing himself with the ordinary problems of the industry; it may even be one of the present tycoons of the fishing world endowed with enough proportion appraisal and executive talent to be caught up with the compelling task of making the world learn that it needs more fish and less grain in its daily fare. When that fortuitous time arrives, we will be headed for a long era of better feeding and the fishing industry will capture its rightful place as prime world feeder.

But for the present, the tuna and other fishery projects must attack the first mammoth job right here in letting the American people know that more tuna proteins and fewer grain foods will boost our national health and longevity to levels heretofore regarded as Utopian.

Ebb 'n Flow

(Continued from page 11)

dicted for butterfish, flounder and sole, rockfishes, sablefish, scup or porgy, sea bass, canned tuna, and canned herring. Markets are expected to be dull or weak for cod, haddock, and whiting.

Among shellfish, a firm market is predicted for spiny lobster tails and a fairly firm market for canned shrimp. The market for canned crab meat is expected to be steady and the market for clams and scallops fairly steady. Unsettled markets are anticipated for crabs, lobsters, and shrimp. Markets for fresh shucked oysters and canned oysters are expected to be inactive during the summer.

Lake trout, catfish and bullheads, and
(Continued on page 21)

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and
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TUNAS GAMBLE

(Continued from page 8)

time on radio and TV. To go on passing up the free publicity available to an industry spending upward of two million dollars annually in advertising is shortsightedness of a serious nature in today's competitive market.

Tuna canners should descend from their ivory towers to ask home economics editors what they think about the industry's public relations—or lack of it. They'd get themselves a profitable earful. One noted women's editor recently told me, "The tuna industry does the poorest possible job of supplying editors with recipes, photos, story suggestions and follow-up for their advertising."

During the fall and winter while I was helping line up public relations for the tariff fight, I managed to place over 100 recipes suggesting tuna in Los Angeles newspapers and at least 20 in National publications. This summer, with no one working on this matter, tuna recipes have been conspicuous by their absence.

Some advertising agencies do a fair

job of follow-up for their clients but ad agencies are basically interested in placing advertising. Public relations is something else and few ad agencies, even the best of them, do as good a job as do the public relations experts who specialize in this particular business. I might add that it is much easier to get free notice for an entire industry than for an individual canner.

Many people in the tuna industry seem to have rather a vague conception of public relations and its value. Believe me, it means more than hiring some handy reporter to dash off a few items for the local papers.

Basically, publicity and public relations are one and the same—the means, process or business of securing public notice. In the profession, however, a line of demarcation is generally recognized.

A "publicity man" is usually a reporter who writes up "handouts for the press," sending copies to all papers, magazines, radio and TV stations in the hope that a reasonable percentage of the wordage will be used. (Unfortunately editorial waste baskets are large and a major portion of the hopeful publicity releases go to the scrap pile unpublished.)

Your "public relations man," if he is worthy of the title, embraces the broader field of personal contact. He is first of all a good **SALESMAN**, secondly a good writer and showman, with a mind alert to grasp every possible angle and to supply ideas that will advance the cause of his clients.

Public relations men have wide personal acquaintanceships in the various media of public approach. They have friends in key places on newspapers, magazines, TV and radio stations and are able to convince them to lend support to any reasonable cause they espouse.

A publicity man *hopes* his stories will be run, while the public relations man *knows* his stories will be used and what is more important, that his friends will get behind his cause and follow up with stories and editorials they write themselves.

Businesswise, almost everything you read in the papers or hear or see on radio and TV was placed there by a qualified public relations man. News-

papers, magazines and their radio and TV counterparts are too busy existing in this expensive world to go out grubbing for material beyond the day's sensations that make the big stories that build circulations.

The businessman, the movie star, the national figure who wants to keep his name or product before the public must have expert public relations counsel or face oblivion.

Advertising today is not quite enough. To get the most effect from your advertising appropriation you've got to use your advertising as a means of getting your public relations man's foot in through the editorial doors. Then, his job is to see that your product gets full free publicity value out of every dollar being spent in advertising. A competent public relations man can often increase the effectiveness of a client's advertising by 20 to 50% at a fraction of the cost of the advertising budget.

If the California tuna industry would meet the challenge of foreign competition now facing it, the time is *now* to set up a full time public relations division and advertising consultation service that will (1) Take full advantage of all free publicity opportunities, (2) Coordinate all tuna advertising to present



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Index to Advertisers

	Page
A. B. Knowles & Co.	23
American Awning & Tent Co.	18
American Tuna Boat Assn.	Cover 2
Atwell Supply Co.	Cover 3
Baranov's Jewelry	22
Bill Solof	19
Blackburn, W. R. & Co.	Cover 3
Carruthers, E. H. & Co.	24
Cutri Insurance Agency	Cover 3
De Falco's Market Co.	24
E. H. Carruthers	24
Fuller, W. P. & Co.	Cover 3
Harbor Boat Building Co.	17
Harbor Boat & Yacht Co.	21
Hart & Burns Co., Inc.	1
Henry Langhorst	17
Hotel Richelieu	21
John T. McInnis	24
Knowles, A. B. & Co.	23
Langhorst, Henry	17
Magneto Sales & Service Co.	Cover 3
McInnis, John T.	24
Mueller Truck Co.	Cover 3
Naviera y Comercial	Cover 3
New England Fish Co.	20
Nuttall-Styris Co.	Cover 3
Pacific Telephone & Telegraph	22
Pan-American Fishing & Processing Co., Inc.	18
Pesquera del Pacifico	23
Point Loma Florists	Cover 3
Rask Boatbuilding Co.	20
San Diego Exterminating Co.	Cover 3
San Diego Marine Exchange	Cover 3
Solof, Bill	19
Standard Oil Co.	3
Tunafleet Movie Service	Cover 3
Valle's	19
W. P. Fuller & Co.	Cover 3
W. R. Blackburn Co.	Cover 3
Western Salt Co.	18

a solid front that will sell the American product and identify it as superior to foreign imports, (3) Improve the sales punch of present advertising, (4) Develop improved merchandising methods, (5) Open up new markets, (6) Consistently drum up support for major tuna problems such as a tariff, (7) Maintain lobbying and extra public relations services in major centers to meet big crises of the industry as they come up, (8) Serve as industrywide advisor to member associations on all public relations matters affecting the various branches of the industry so long as there is no conflict with the objectives of other member-associations.

With the flood-gate opened wide by the Senate's refusal to curb imports, the time has come for the California tuna industry to unite in a full scale advertising, promotional and public relations movement to forestall the effect of another deluge of cheap foreign tuna that could depress the market and bring total ruin to everyone.

Every fisherman, every boat owner, every cannery worker, every cannery must become a part of this movement,



each contributing a proportionate amount to a central fund that will establish a dike of defense.

It is not necessary to levy an enormous amount per ton to get the job under way. Start with public relations, the weakest link in today's tuna industry structure, and the medium that will return the greatest result for the money expended. Establish your "American-Caught-and-Canned" emblem and get it rolling with the canners co-operating fully to put it in force at little or no expense. Then, when you have seen the benefit that can come to the industry from proper handling of your public relations, with tuna recipes following up every ad placed by the canners, increase your per-ton levy and gradually expand into an industry-wide advertising campaign that will (a) sell more tuna to present users, (b) open new markets and win new customers and (c) increase sales volume during slack seasons to stabilize the entire tuna industry.

The question now rises, who will start the ball rolling? May I suggest that each association should take immediate steps to name a committeeman to meet with other members of the industry to discuss all the ramifications of this important problem? I have some ideas I'd like to discuss with such a group, and a plan that can lead to vastly increased sales for the California industry come hell or a high-water deluge of Japanese and Peruvian imports.

JAPANESE TUNA

(Continued from page 16)

the latter part of January a party of Japanese industry representatives led by Mr. Hiratsuka was sent in order to take concrete steps to request the postponement of deliberations on the frozen tuna tariff bill in the Senate in order to plan a solution to this situation. The party returned to Japan February 27, having completed their mission.

Chances for Passage of Bill Are 50-50

Report of the Tuna Emissaries to America

This group, which bore the hopes of our industry, explained Japan's sentiments to American canners and producers, the Undersecretary of State, and influential persons in the Senate. They emphasized that although in America it is only a problem of the producers in the State of California, in Japan, which is making sacrifices to gain foreign exchange by exporting food which is actually needed at home, it is a national problem which would have a great effect on the economic independence of the country. They requested a postponement of the raise in the tariff and at the same time explained that measures were being taken in Japan to prevent unlimited export, and in view of the state of the American market they promised to carry out voluntary control of exports. Concerning canned tuna, they explained that with the tariff of 45% on tuna canned in oil, it was inevitable that there should be an increase in the export of tuna in brine.

At present it is said that although the American State Department and the Senate committee are opposed to raising the tariff, in the overall picture there is a 50-50 chance for passage of the bill. The group is of the opinion that there are prospects in the future for duty-free export of frozen tuna to America within a quota of 12,000 tons. There will be no conclusion on the problem of the tariff on tuna canned in brine for 4 months nor on the frozen tuna for a year and a half. It is considered that the future policy will be to lower the rate on high tariff items and raise the rate on low tariff items by way of an adjustment.

TUNA TARIFF

(Continued from page 15)

assertions and actions. They are the only factor in the problem that has taken any sensible and effective action to remedy the situation which originated the squabble. For the Department of State to act on behalf of the Japanese and represent their opinions as if the Japanese were Reservation Indians was both unnecessary and highly uncomplimentary. The Japanese are quite able to think and act for themselves on this question and their thinking and acting to date has been more clear, calm, realistic and able by a long way than that of the Department of State.

The Japanese have had the advantage over the Department of State in that they knew what they were talking about and, far from being concerned with up-in-the-clouds economic theory, they were interested in the down to earth realities of protecting their ability to earn dollars in the United States tuna market. They dumped tuna canned in oil into this market in 1950 and the market collapsed, which hurt them the same as it did us. They dumped frozen albacore on the market in 1951. The albacore price collapsed here, and it did the same in Japan. This cost the Japanese money the same as it did us. What the Japanese want and must have in order to make money out of tuna is the same thing as we want and must have—stability in the United States tuna market. That is basic to the needs of both industries and it is in the long range best interest of the consumers. (Continued on next page)



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The Japanese, realizing this, and also realizing that the instability of the United States tuna market was chiefly attributable to their actions in 1950 and 1951, took what action they could to stabilize the market. They got their government to institute controls on tuna exports from Japan to this country both as to volume and as to price. For the year beginning April 1, they will export to this country only 1,000,000 cases of canned tuna of all kinds, and 12,000 tons of frozen tuna. Their government establishes floor prices for each category of tuna below which they cannot be sold in this country. The Japanese have held to their self imposed restrictions in spite of the heavy pressure of exceptionally large albacore catches in Japan this season, which drove the price of albacore down sharply in Japan. For their realistic thinking and actions a good measure of credit is due them. If our government would act in the same realistic manner and let economic theory take care of itself for awhile neither the Japanese nor ourselves would be in the trouble we are.

This voluntary action by the Japanese has helped a considerable amount in stabilizing the tuna market here. They estimated rather shrewdly the extent of forbearance that it was necessary for them to employ to stabilize the market

here. Insofar as the market is stabilized both ourselves and the Japanese benefit.

But this is not a satisfactory situation for the United States industry. Our future still lies under the control of the Japanese. It is not likely that the Japanese will again upset the market by dumping as they did in 1950 and 1951. But it is almost a certainty that they will increase their voluntary quotas each year by just enough to keep the market from being vigorously upset. In the course of a few years they could squeeze us out of our market without the fuss, trouble, and loss to themselves that 1950 and 1951 brought. Consequently, the United States industry is required to keep right on with the program started last year.

We have gained a great deal from the campaign to date and there is no reason to be discouraged about the gaining of victory in the end. Among the gains are these:

1. There has been so much interest aroused in the United States over tuna that it has helped sales materially.

2. The tuna industry has had a year's experience in working cooperatively together on a program, and we enter the second year much better united and organized than we were last year.

3. The voluntary quotas established by the Japanese, as noted above, have helped materially in stabilizing the market. They will stay at a reasonable level so long as the Japanese are of the opinion that we have sufficient political power to overwhelm the State Department economists if the Japanese let things get out of hand again.

4. H.R. 5693 is still alive. Senator Morse's move for reconsideration keeps the bill alive until the new Congress comes into session in January. If the Congress is called into session by the President this fall, Senator Morse can call the measure up for vote and will do so if market conditions get upset again this fall as they did last fall. This is a deterrent on the Japanese.

5. The Tariff Commission has instituted a new investigation as to the effect of all tuna imports on the domestic tuna industry, upon instructions of the Senate Finance Committee. The Fish and Wildlife Service has initiated companion investigations upon the request of the six West Coast Senators. The results of these investigations will be reported back to the Congress by March 1, 1953. It seems relatively certain that the Japanese will keep their exports in line until that date for fear of influencing the report of these studies in a manner adverse to themselves.

6. The Republican Party has a plank in its platform promising protection to the domestic fishing industry from non-competitive imports.

7. The strong Latin American controversy which was stirred up by American importers has been thoroughly exploded for what it was—hot air. This has now become evident even to the Department of State, as one after the other of the countries who originally protested withdrew their protest when they found out that the only way they could make money out of tuna was through a healthy United States tuna industry and market. The only hold-out is Peru, and even Peru is beginning to realize that they cannot compete against the Japa-



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nese in this market. They see that the Japanese are taking away their tuna market here. They are beginning to see that the only certain market they have for tuna is the United States tuna industry, which cannot buy from them if it does not have a market. This calming down of feelings in Peru is being hastened by their awakening to the fact that the American importers who were the bellwethers in stirring them up to their disadvantage, were making a little hay at the same time at the expense of the Peruvians by buying bonito cheap and selling dear.

What with one thing and another, the tariff situation does not look as bad as it might.

Ebb 'n Flow

(Continued from page 17)

yellow perch are expected to find a strong or active market, while lake herring, blue pike, and sauger are expected to find a fairly steady market. Unsettled markets are predicted for bufalofish, chubs, whitefish, and yellow pike, while the pickerel market is expected to be dull and that for carp weak.

Among the byproducts, fish meal is expected to be in the most advantageous position but, with domestic production

at its peak and continued heavy imports, the market is expected to be somewhat unsettled. Markets for fish oils are expected to be weak, in common with markets for fats and oils generally. Markets for fish liver oils are also expected to be weak.

ARE THE RETAILERS WHOLLY AT FAULT

Only one out of seven retailers are doing a good job of handling frozen food, according to E. L. Morin, head of the Quality Control Department of Sea-brook Farms in speaking at the Frozen Food Convention in Chicago. Ignorance or indifference, he claims, account for the failure of most retailers to maintain the quality of frozen food in their stores.

The criticisms made by Mr. Morin are based on surveys which have been conducted by his company these surveys indicated that the average retailer allows frozen food to sit on his floor after delivery for approximately two hours before placing it under proper refrigeration. When deliveries are placed in the food cabinet, 85 per cent of the retailers pile them on top of old stock. Thus the packages at the bottom often remain there for long periods, and when finally purchased are shopworn merchandise.

Overloading of cabinets was found in

33 per cent of the retail stores, and in 48 per cent of the cabinets there was an excessive amount of frost. These two conditions cause the cabinet temperatures to be too high. It was also found that 82 per cent of the retailers had no thermometers on their cabinets or other methods for checking the temperature.

Are the retailers wholly to blame for the conditions found in the surveys? A retailer ordinarily deals in many things besides frozen foods. Unless someone takes an interest in teaching him how to handle his frozen products correctly, it is unlikely that he will learn to properly care for them.

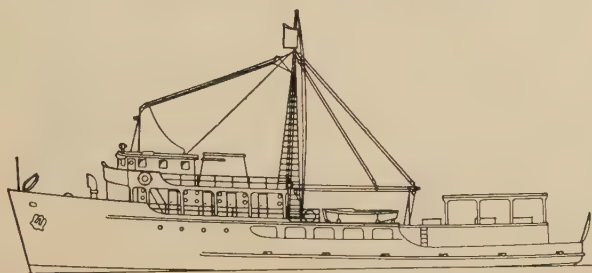
Frozen food distributors, wholesalers and even producers, should take an interest in the retail presentation of their products. Manufacturers of frozen food cabinets need to make greater effort to overcome the shortcomings of their cabinets and to teach retailers how to use them. The problems mentioned require the combined efforts of everyone connected with the frozen food industry.

NEW SALES MANAGER

Marathon Corporation, Menasha, Wisconsin, manufacturer of protective food packaging materials, has given new emphasis to its frozen foods packaging line with the appointment of a sales manager for frozen food packaging. He

(Continued on next page)

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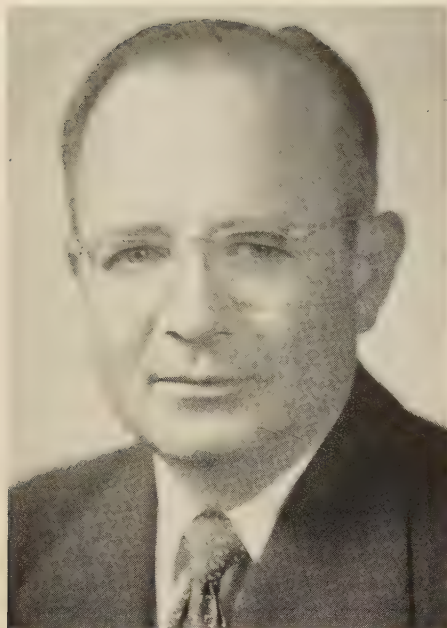
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is Fred M. Deutsch, who will have full charge of all sales activities in connection with Marathon's cartons and overwraps for frozen food products, through sales representatives in all parts of the country.

A pioneer and acknowledged leader in the frozen food packaging business, Marathon developed the first one-piece

frozen food carton for automatic packaging. Marathon also engineered the revolutionary end-fill Mara-Pak carton which has made the packaging of free-flowing frozen vegetables a high speed process. Continuing its development of new ideas, Marathon made frozen food packaging history again this year when it introduced the first one-piece shrimp carton made without staples. The company has also developed a top quality overwrap for frozen food packages, using its own special Tyton coating, a high gloss wax with substantially stronger sealing qualities than any grades previously offered to the industry. Tyton overwraps are also known for their high fidelity pictorial reproduction and are used by leading frozen food packers throughout the United States.

Before being promoted to his present position, Deutsch was for nine years the sales promotion manager for frozen foods packaging at Marathon. Previously he was a product development engineer in the Sales Division. He is a graduate of the University of Notre Dame.

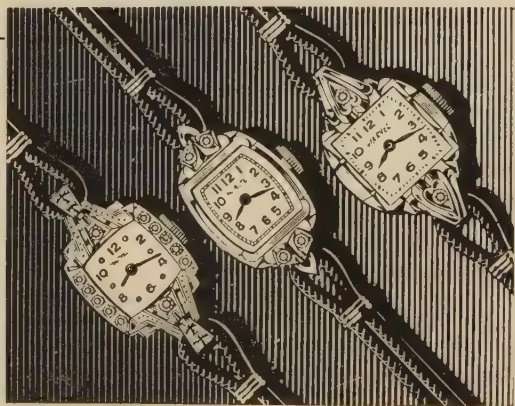
SURVEY LEAFLET

Fish and Shellfish Preferences of Household Consumers—1951, Fishery Leaflet 407, containing Part I, "National Summary," is now available. This publication summarized for the United

States the answers of 2473 persons to questions asked them in an October 1951 survey about fish and shellfish preferences of their households. It is the first in a series of summaries on this subject to be issued as fishery leaflets. Subsequent issues will give analyses on a regional basis, rural and urban basis, income basis, etc.

The survey was conducted by the U. S. Fish and Wildlife Service. Field work was done by a private research firm under contract. Fifty-two questions, some with sub-parts, were asked the respondents. The questions pertained predominantly to their preferences and desires with respect to fresh and frozen fish and shellfish, although canned and cured fish are covered in a few instances. Information is given on frequency of use such as days served, season served, kind served, etc.; preferences of fresh versus frozen fish and shellfish; particular preferences with respect to packaging, grading, cooking, cuts preferred, the availability of frozen fish and shellfish; and mail-order business for frozen fish and shellfish. In this initial publication the information is summarized on a national basis.

The work sheet containing the data for this particular survey are arranged so that various types of summaries may
(Continued on next page)

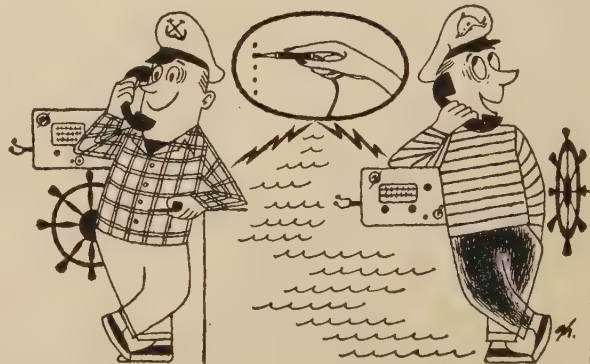


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be readily obtained. Only those of general interest will be published by the U. S. Fish and Wildlife Service. Anyone who is interested in studying these work sheets may inspect them in the office of the Branch of Commercial Fisheries, U. S. Fish and Wildlife Service, Washington, D. C.

Free copies of Fishery Leaflet No. 407 are available upon request from the Division of Information, U. S. Fish and Wildlife Service, Washington 25, D. C.

JAPANESE MOTHERSHIP

The Japanese Ministry of Agriculture and Forestry has authorized two mothership-type tuna fleets to operate in equatorial waters in the vicinity of the Celebes Sea and eastward of the Solomon Islands, reports a June 4 American Embassy dispatch from Tokyo. The permits were granted on May 22 to two fishing companies.

One fleet will consist of one mothership, the *Tenyo Maru* (11,224 gross metric tons), and 29 catcher boats. Fishing will be in the offshore waters east and southeast of the Solomons. This fleet was scheduled to leave Japan on June 12.

The other fleet will consist of one mothership, *Kaiko Maru* (2,940 gross tons), and 10 catcher boats. Fishing will be in the Celebes Sea and adjacent

waters. This fleet was scheduled to leave Japan on June 5.

The Japanese Fisheries Agency will require daily reports on positions and record of catches by species and weight. A research vessel will accompany each fleet.

Catcher boats will not operate within territorial limits (3 nautical miles) of any land masses and the motherships will be stationed not less than 12 miles from the shore of any islands in the region of operation.

Both Japanese companies have had previous experience in mothership-tuna



operations, having operated expeditions to the region of the U. S. trust territory of the Pacific Islands in 1950 and 1951. The Japanese government now permits only individual Japanese tuna boats to operate in these waters and thus prevents competition in the trust territory region between the mothership expeditions and individual boat operations.

Production from these expeditions will continue to contribute to domestic food requirements and products for export.

RUSSIAN ZONE OF GERMANY INCREASES CAPACITY

The eastern zone of Germany is increasing its capacity for catching and processing fish, according to a German fisheries newspaper, reports the May 24 Canadian *Foreign Trade*. In the first three months of 1952, four 1,000-metric ton trawlers were completed. In addition, the first fish-meal factory, which is also equipped to produce industrial oils is in production.

METAL CANS

Total shipments of metal cans for fish and sea food for April this year amounted to 6,863 short tons of steel (based on the amount of steel consumed in the manufacture of cans), which was considerably below 7,168 short tons of steel during the corresponding month in 1951. A decline in west coast tuna canning was largely responsible for this drop in use of metal cans for packing fishery products. This is based on a report issued by the Bureau of Census on June 24.

For the first four months of this year metal can shipments for fishery products totaled 20,497 short tons of steel as compared with 23,919 short tons of steel during January-April 1951.

NOTE: Data converted to short tons of steel are on the basis of 23.0 base boxes of steel per short ton of steel.

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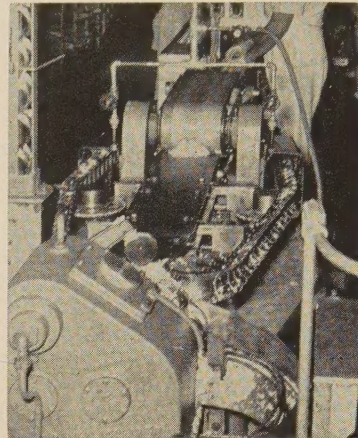
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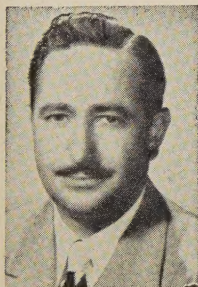
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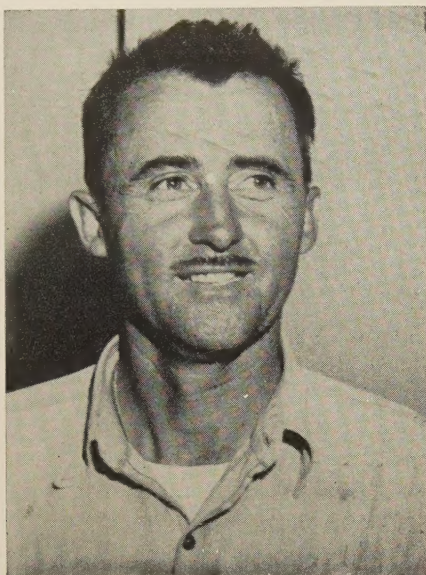
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